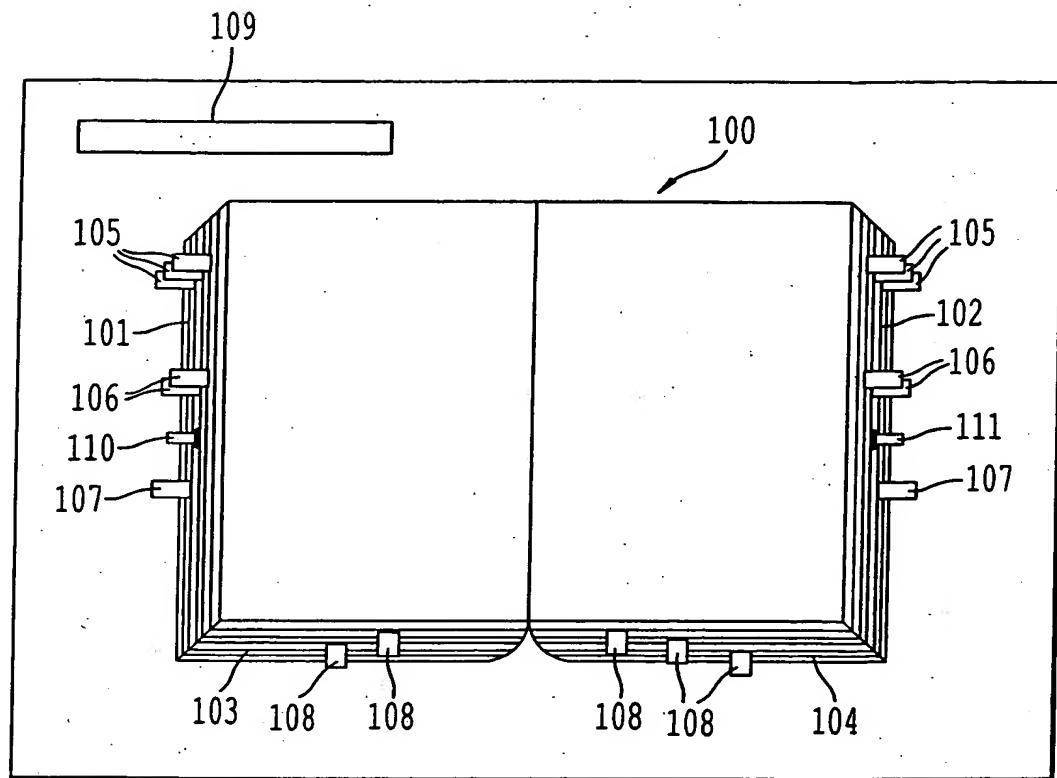
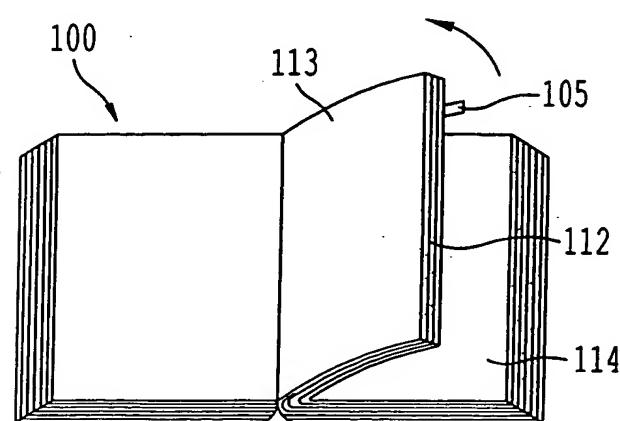
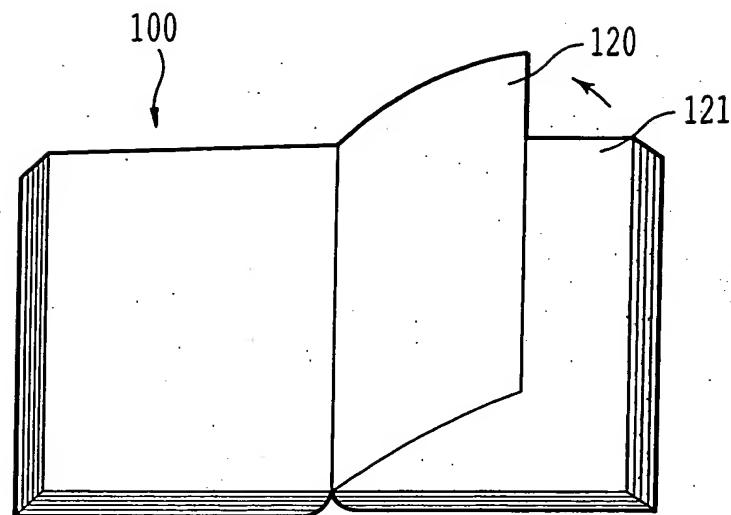


*FIG. 1A*

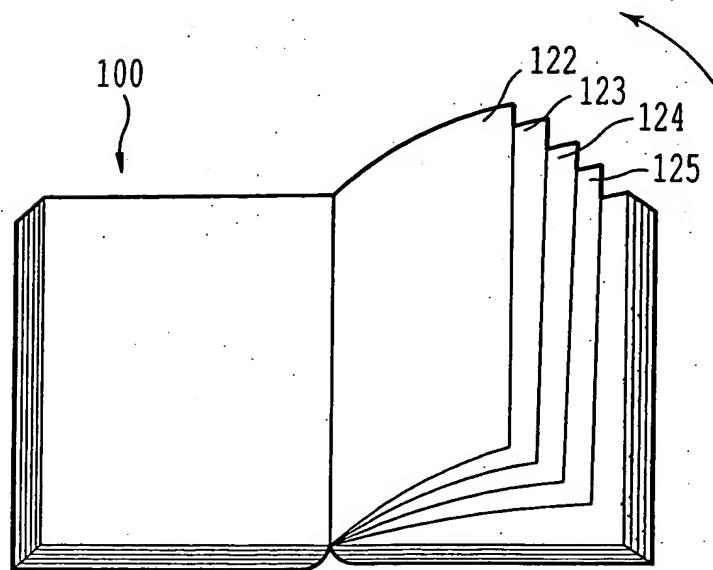


*FIG. 1B*

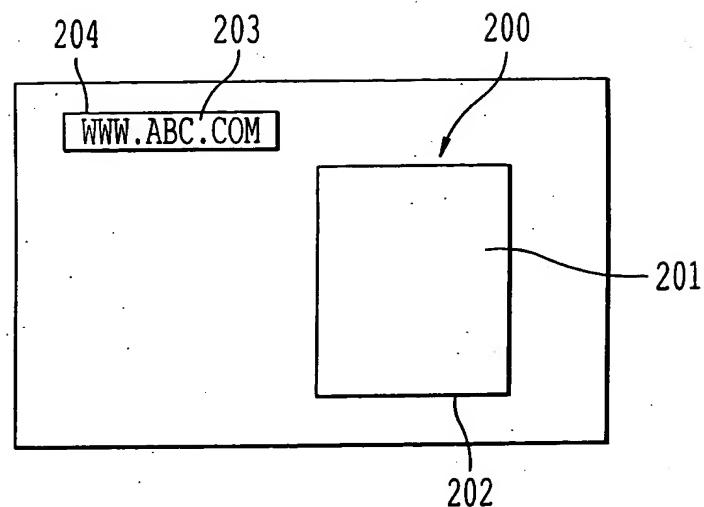




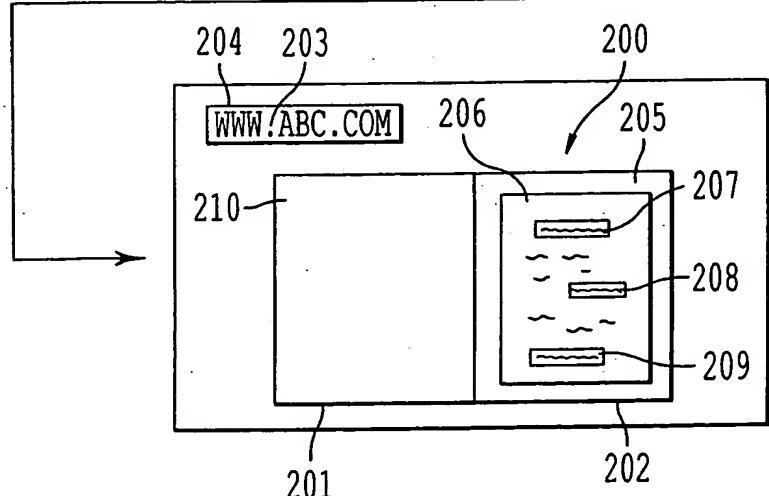
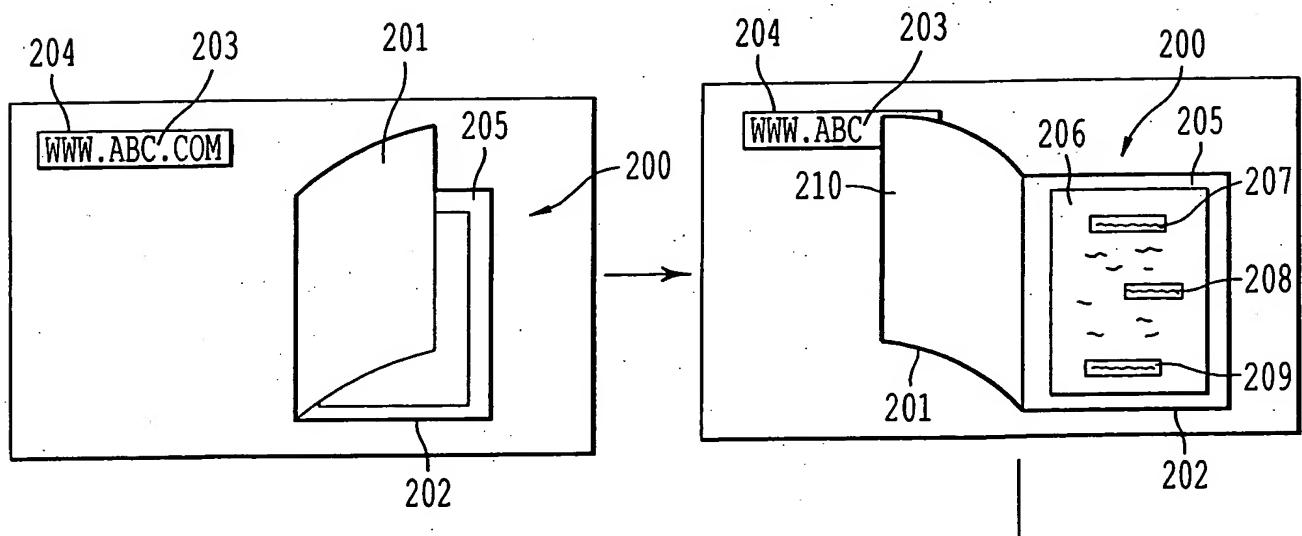
*FIG. 1C*



*FIG. 1D*



*FIG. 2A*



*FIG. 2B*

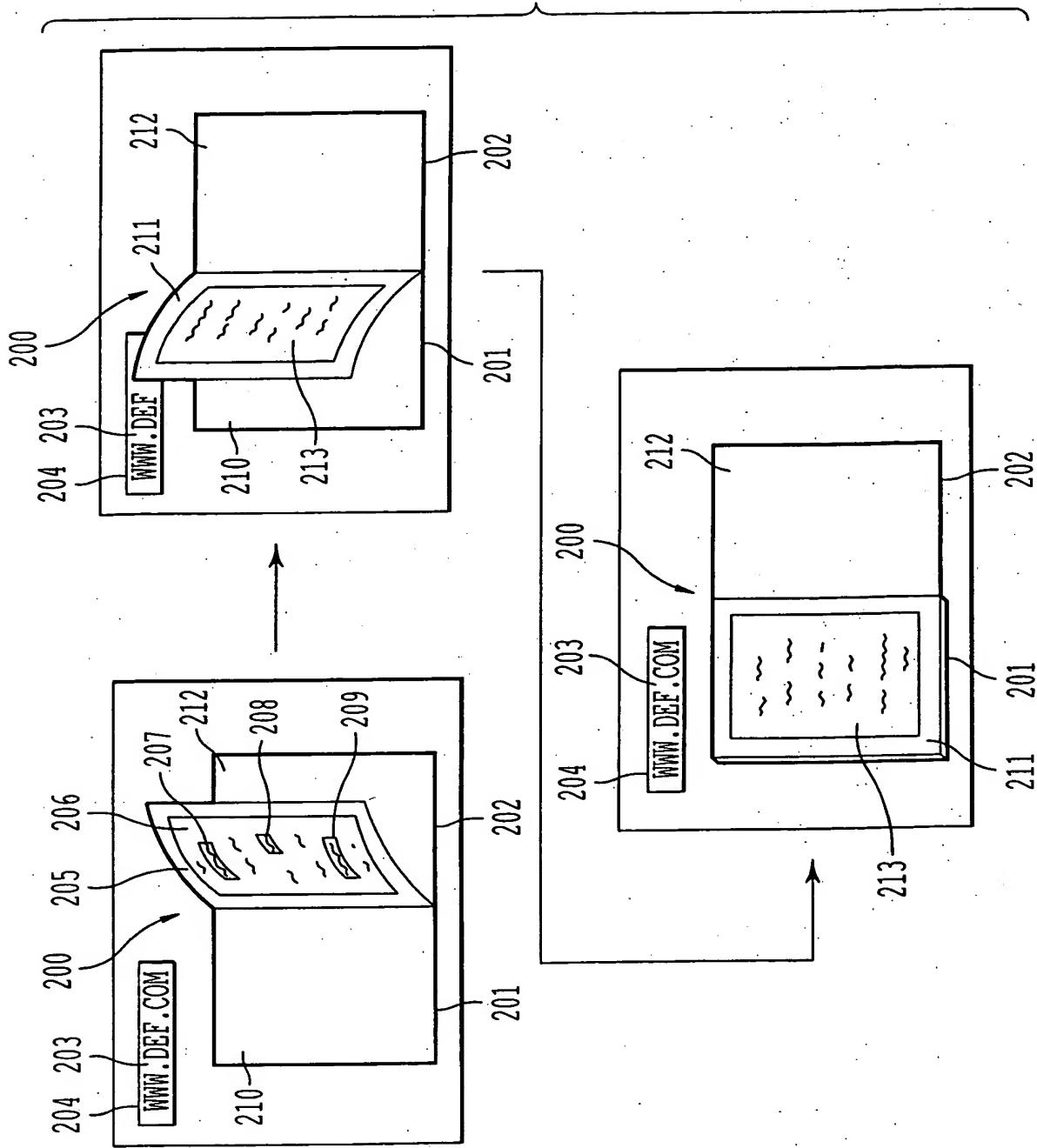
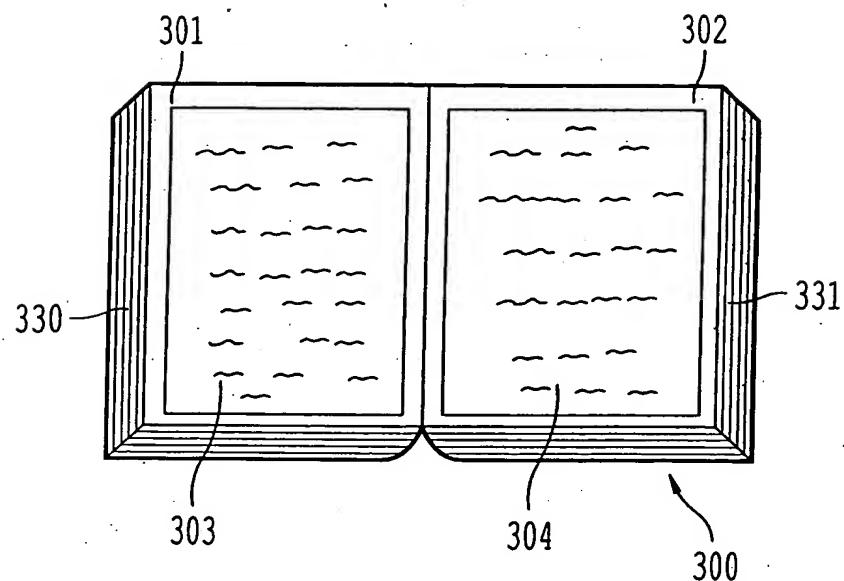
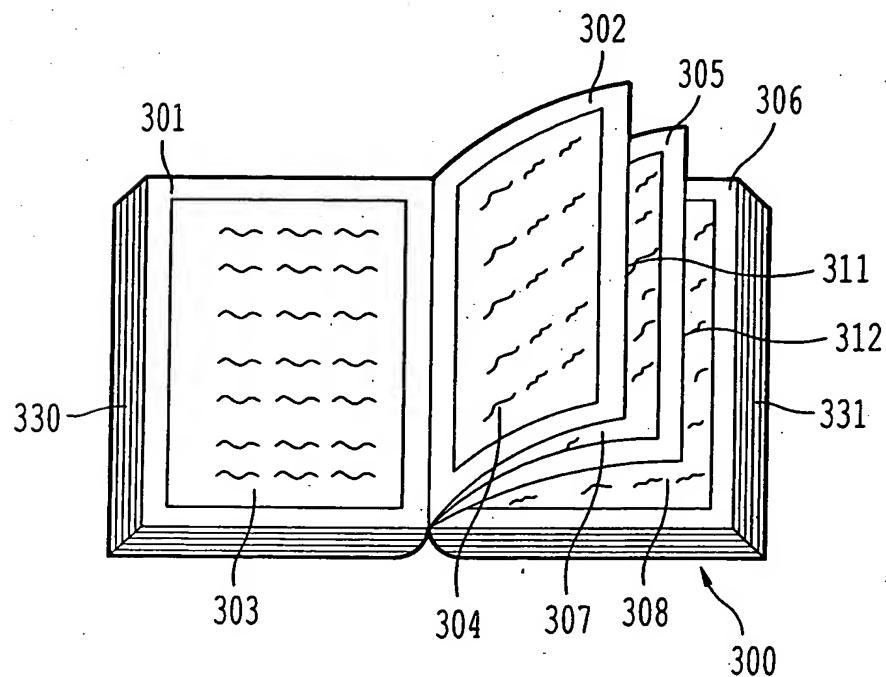


FIG. 2C



*FIG. 3A*



*FIG. 3B*

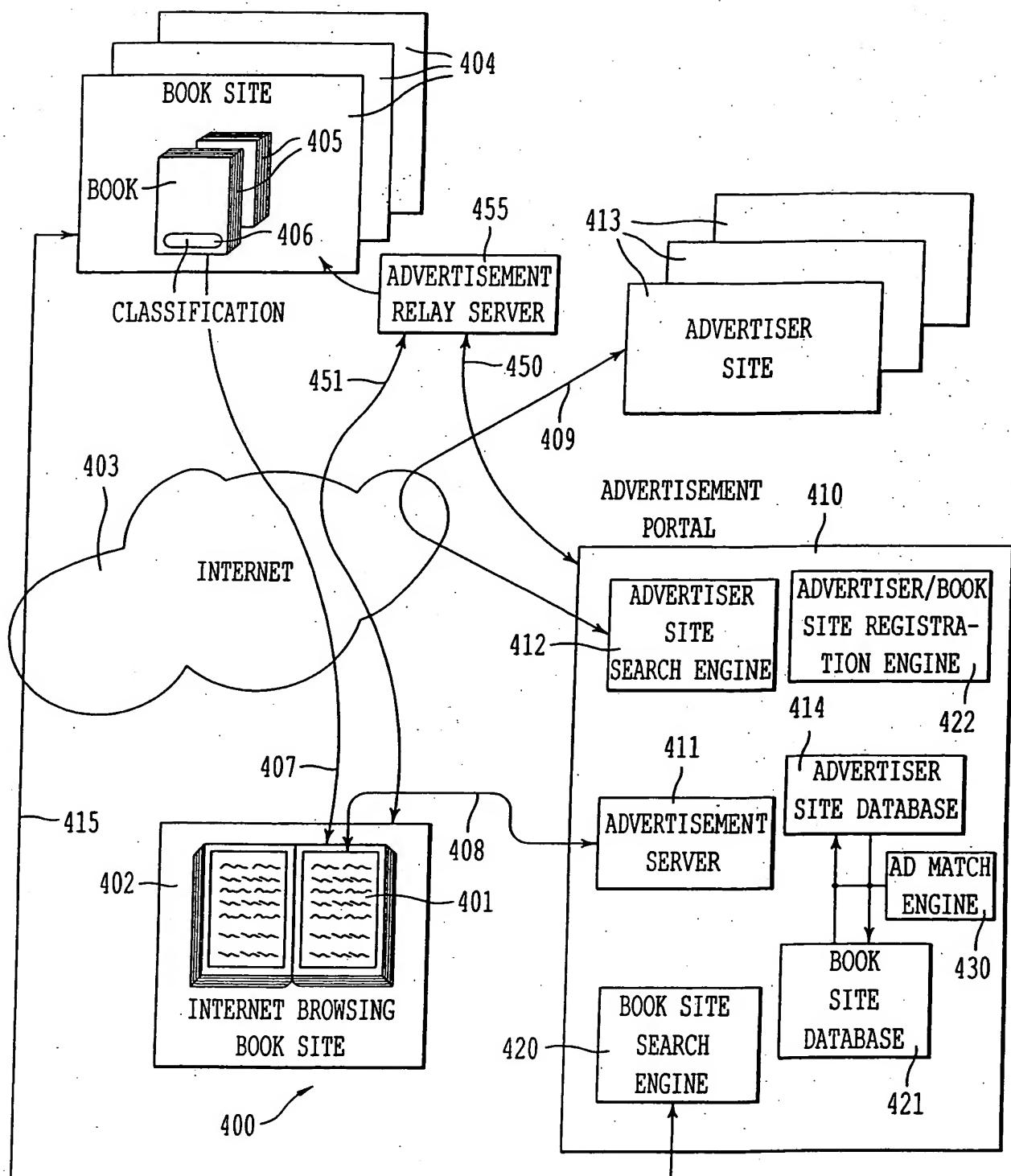


FIG. 4

501

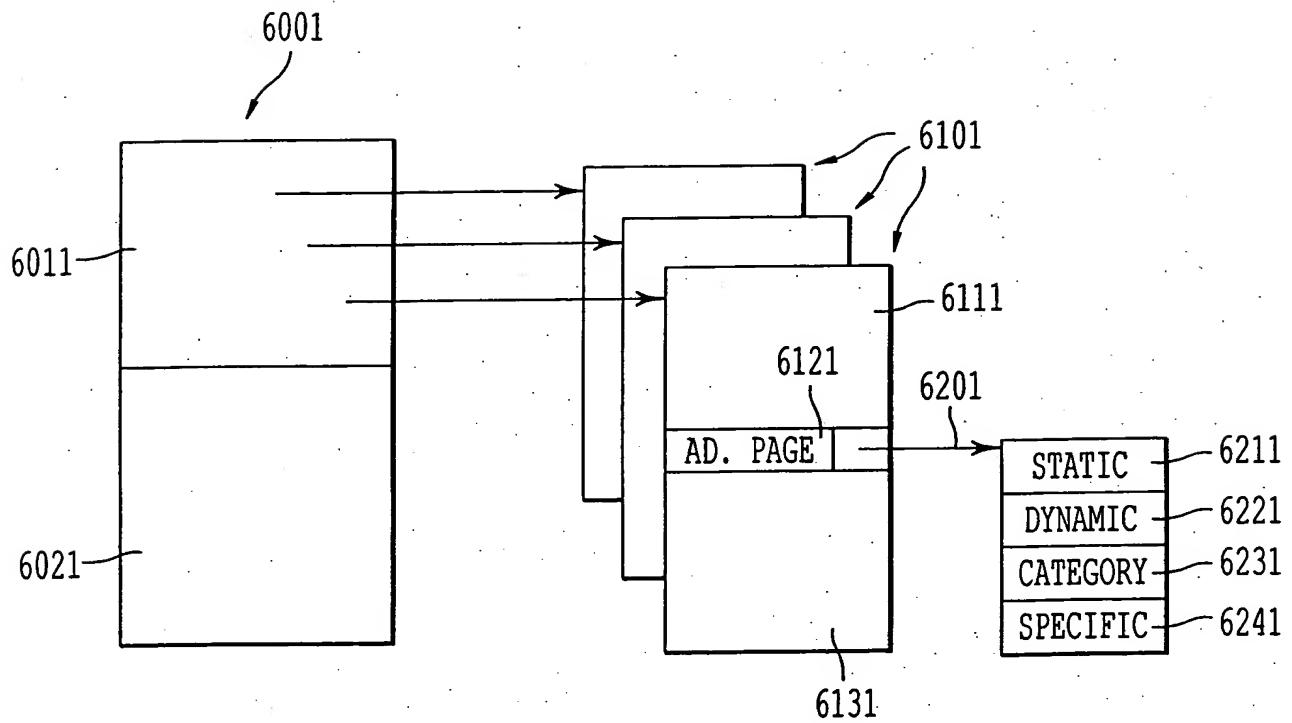
<u>ADVERTISEMENT REQUEST (PULL)</u>	
SPECIFIC	CATEGORY
<input type="radio"/> 502	<input type="radio"/> 503
NAME	NAME
<input type="text"/> 504	<input type="text"/> 505
TIME OF DISPLAY	<input type="text"/> 506
LENGTH OF DISPLAY TIME	<input type="text"/> 507
DIMENSION OF AD.	<input type="text"/> 508
POSITION IN BOOK	<input type="text"/> 509
RATES OFFERED	<input type="text"/> 510
<input type="text"/> GO 511	

*FIG. 5A*

531

<u>ADVERTISEMENT OFFER (PUSH)</u>	
SPECIFIC	CATEGORY
<input type="radio"/> 532	<input type="radio"/> 533
NAME	NAME
<input type="text"/> 534	<input type="text"/> 535
TIME OF DISPLAY	<input type="text"/> 536
LENGTH OF DISPLAY TIME	<input type="text"/> 537
DIMENSION OF AD.	<input type="text"/> 538
POSITION IN BOOK	<input type="text"/> 539
RATES REQUESTED	<input type="text"/> 540
<input type="text"/> GO 541	

*FIG. 5B*



*FIG. 6*

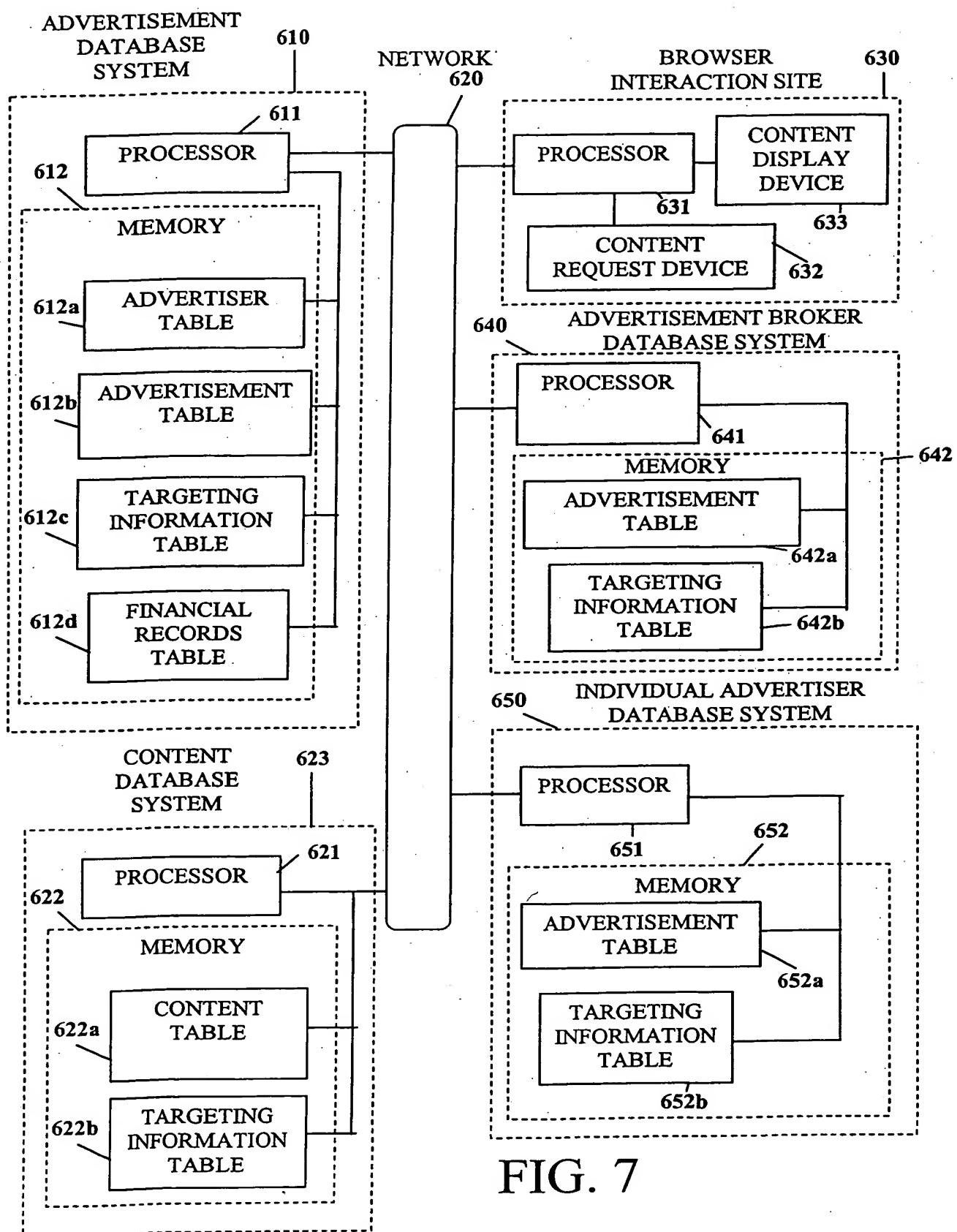


FIG. 7

<b>DATA RECORD A</b>	
START INDICATOR	-710a
RECORD ID #	-710b
ADVERTISEMENT NAME	-710c
DEMOGRAPHIC FACTOR 1	-710d
DEMOGRAPHIC FACTOR 2	-710e
DEMOGRAPHIC FACTOR N	-710f
END INDICATOR	-710g

**FIG. 8a**

<b>DATA RECORD B</b>	
START INDICATOR	-720a
RECORD ID #	-720b
CONTENT NAME	-720c
DEMOGRAPHIC INFO 1	-720d
DEMOGRAPHIC INFO 2	-720e
DEMOGRAPHIC INFO 3	-720f
DEMOGRAPHIC INFO N	-720g
END INDICATOR	-720h

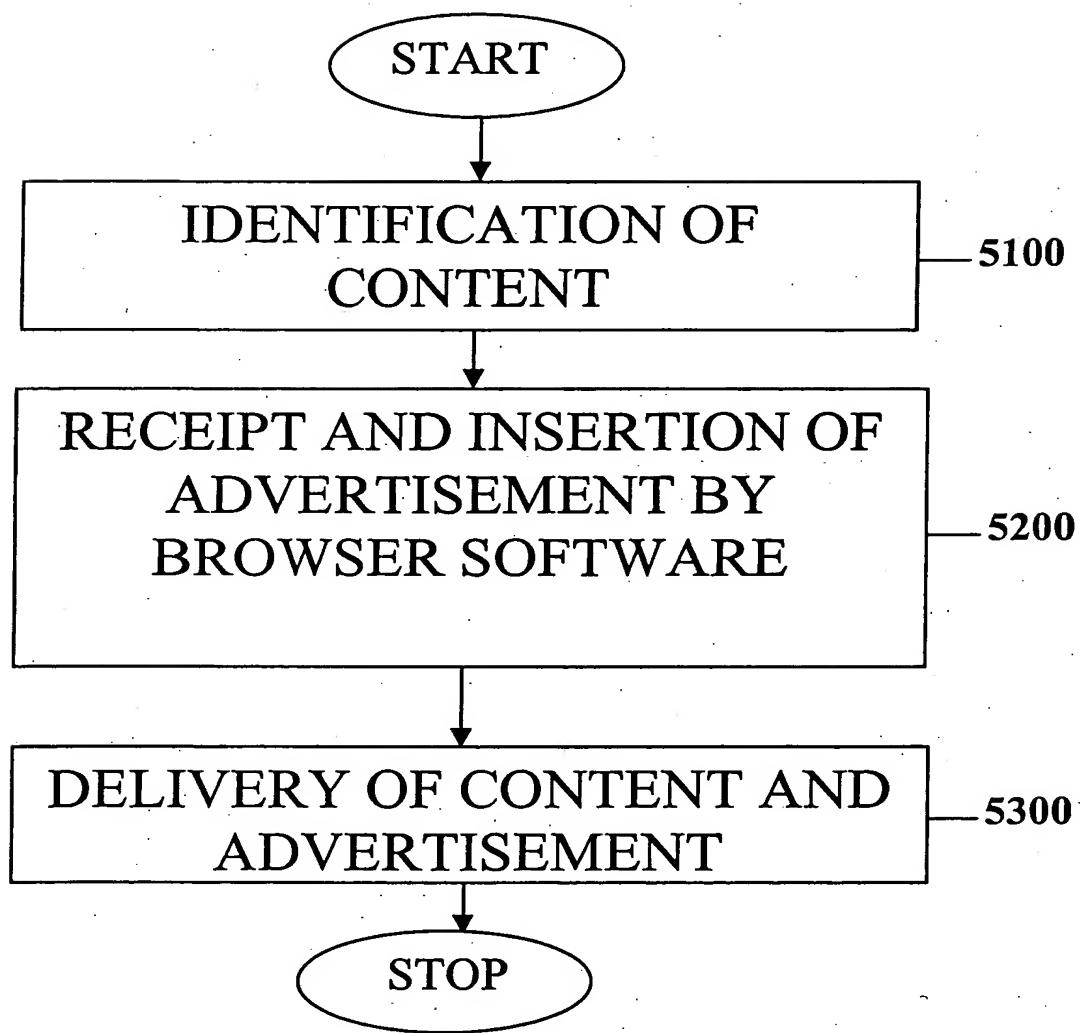
**FIG. 8b**

DATA RECORD C	
START INDICATOR	730a
RECORD ID #	730b
ADVERTISER NAME	730c
ADVERTISEMENT #1 INFO	730d
ADVERTISEMENT #2 INFO	730e
ADVERTISEMENT #3 INFO	730f
ADVERTISEMENT #N INFO	730g
BILLING INFO	730h
END INDICATOR	730i

FIG. 8c

DATA RECORD D	
START INDICATOR	740a
RECORD ID #	740b
ADVERTISEMENT NAME	740c
DISPLAY INFO	740d
TIMING INFO	740e
RATE INFO	740f
ADVERTISEMENT	740g
END INDICATOR	740h

FIG. 8d



**FIG. 9**

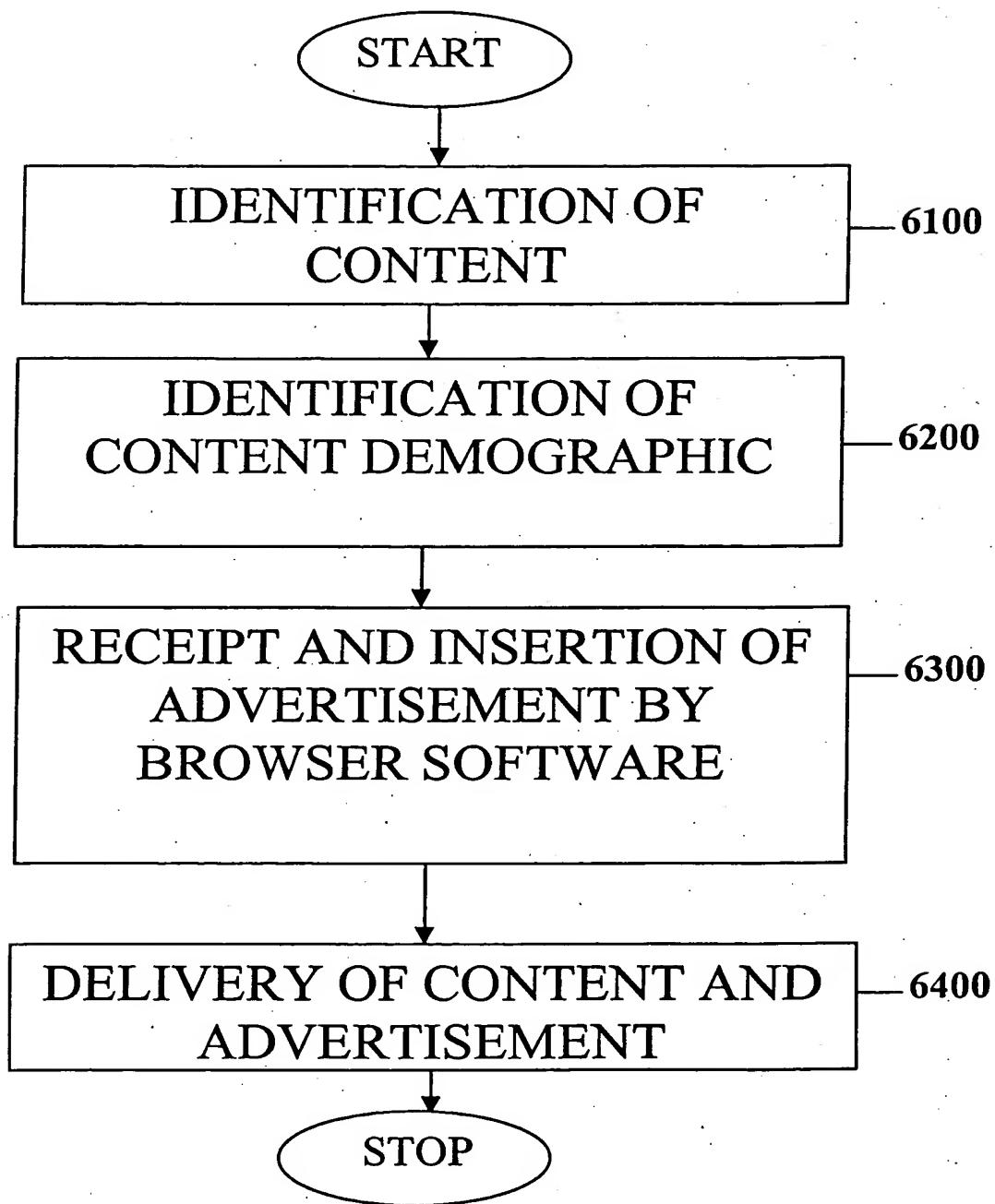


FIG. 10

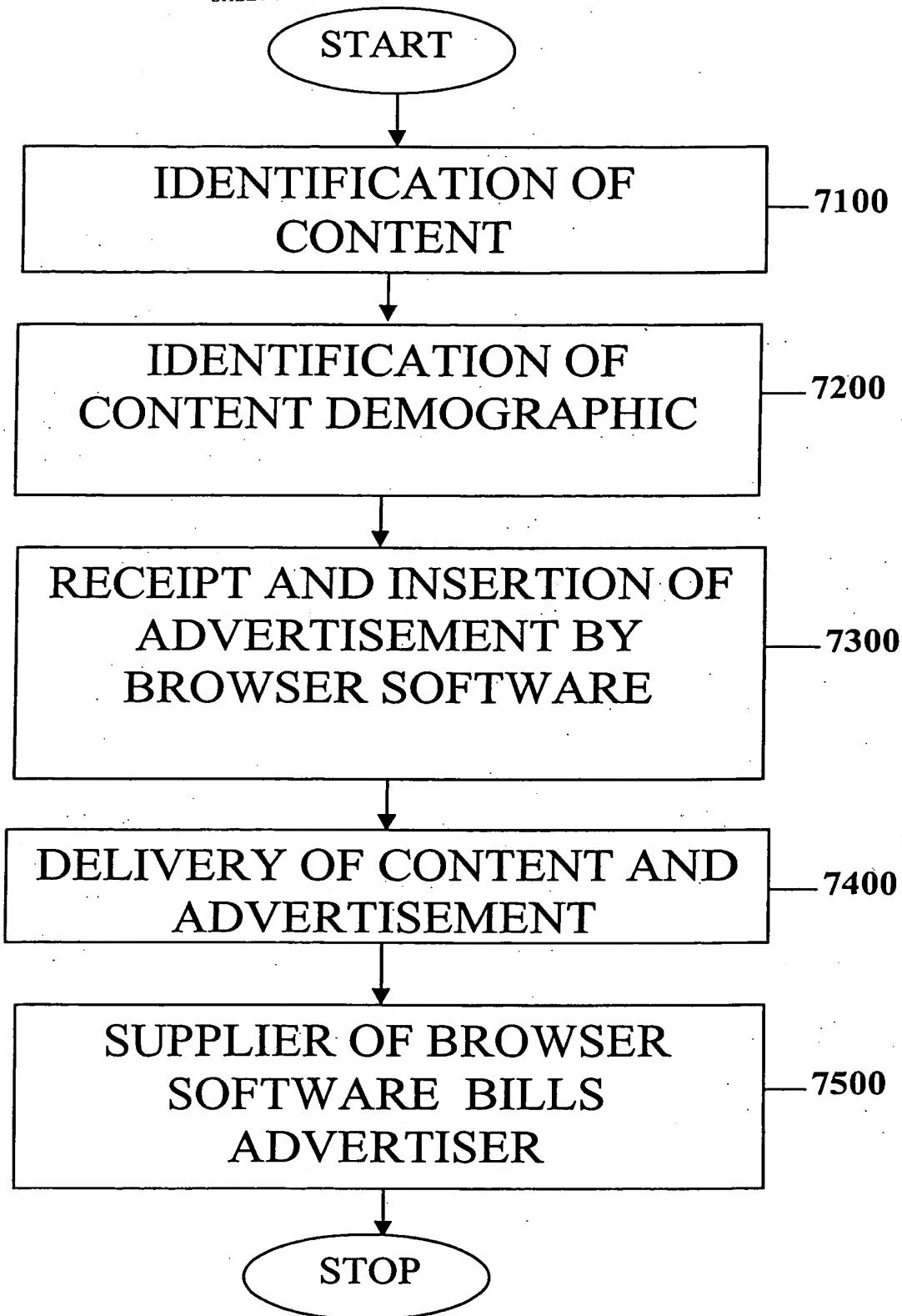


FIG. 11

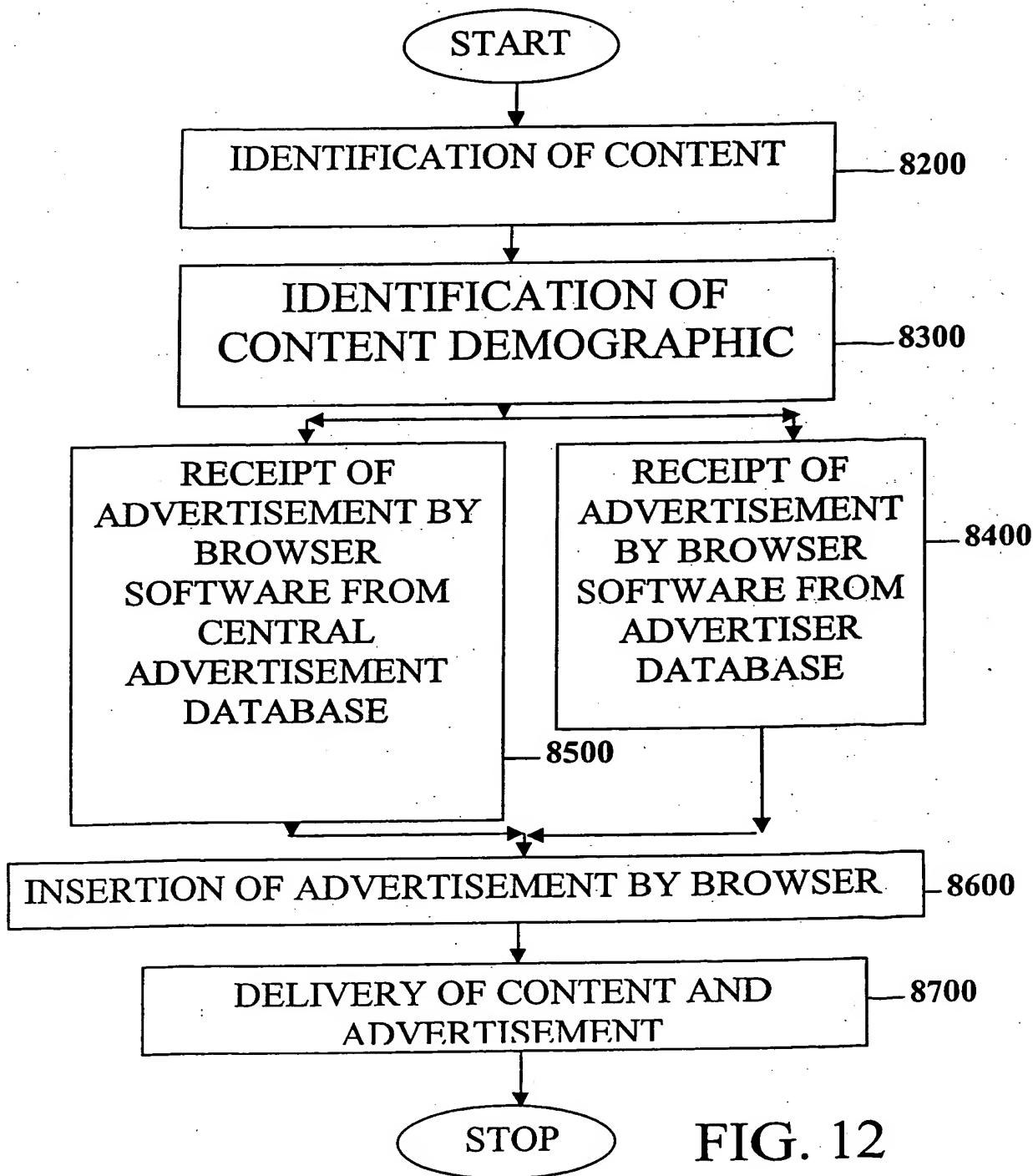


FIG. 12

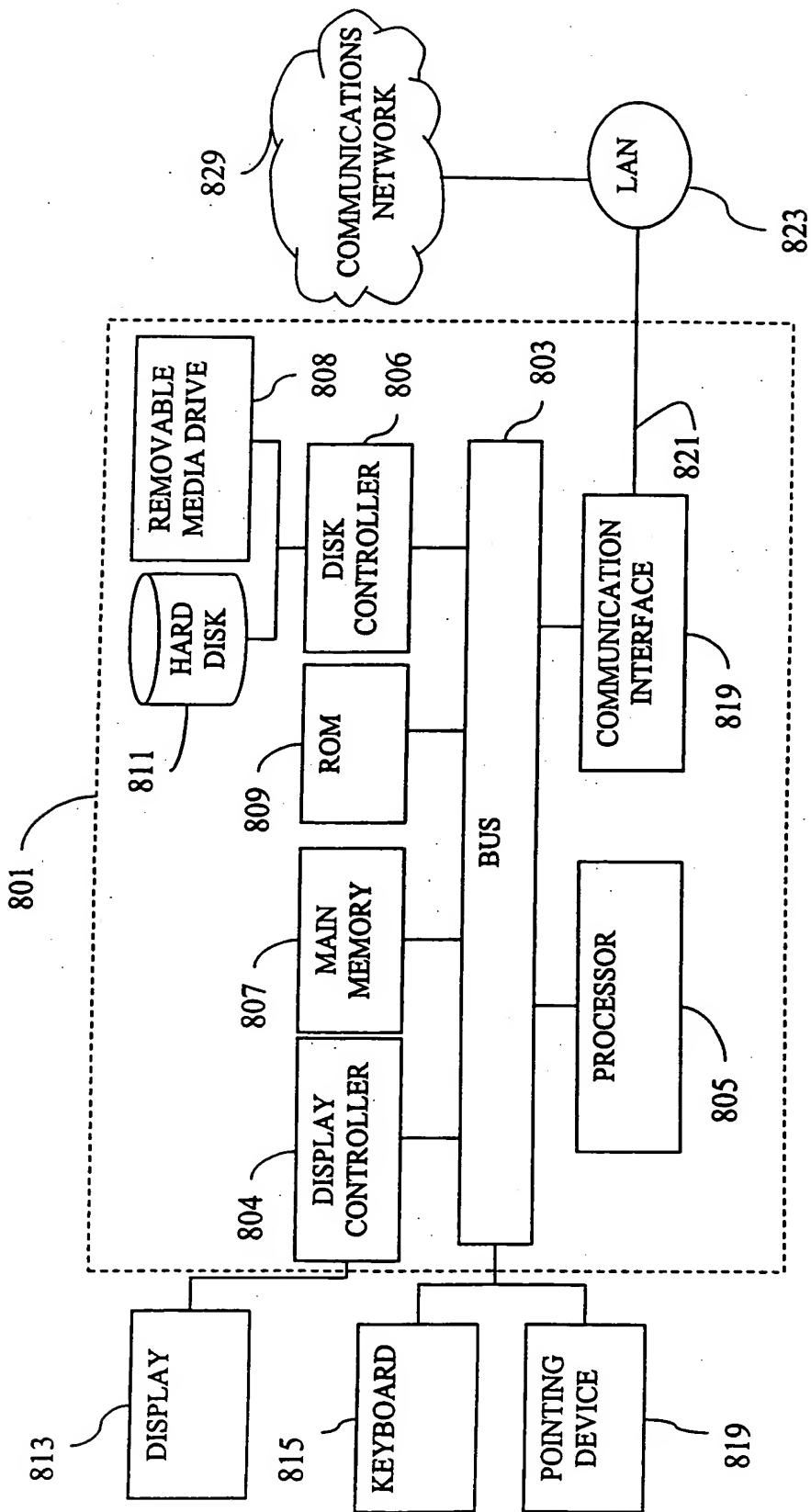


FIG. 13

		TRADITIONAL BOOKS		NEWSPAPERS/ MAGAZINES		TELEVISION/MOVIES		INTERNET DATA TRANSMISSION	
DO THEY ADVERTISE ...		OTHERS?		OTHERS?		OTHERS?		OTHERS?	
CONTENT	CREATOR	AUTHOR	Y Y	STAFF AUTHORS	Y Y	STATION STUDIOS	Y Y	AUTHORS	Y Y
		PRIVATE AUTHORS	Y Y			PRIVATE STUDIOS	Y Y	STUDIOS	Y Y
CONTENT	“PUBLISHER”	BOOK PUBLISHER	Y N	MAGAZINE/ NEWSPAPER PUBLISHER	Y Y	TV NETWORKS/STATIONS	Y Y	ETC.	Y Y
DISPLAY	DELIVERY	BOOK PRINTER	N N	PRINTER	N N	“BROADCASTER”	Y Y	WEB PUBLISHER	Y Y
		BOOK DISTRIBUTOR	N N	DISTRIBUTOR	N N	TV/THEATER MANUFACTURER	Y N	WEB HOST	N N
								ISP	Y Y
								BROWSER PRODUCER	Y N
								MONITOR MANUFACTURER	Y N

FIG. 14

PRIOR ART